



PRESS RELEASE

A ROSE FOR A ROSE: ROSÉ'S FIRST PUMA COLLECTION IS A PERSONAL TRIBUTE



Herzogenaurach, August 26th, 2025 - After joining PUMA as a global ambassador and collaborator in 2024, Rosé now unveils her first full collection: PUMA x ROSÉ.

The momentous, monochromatic drop looks at the world through Rosé-colored lenses, blooming with personal references, culminating in a collection that is a creative embrace of Rosé's personal taste and aesthetics. Oversized basics are paired with distinctly feminine designs and tailored elements that pull from PUMA's history of sportswear designs, alongside a special "ROSIE" graphic wordmark, and two fresh takes on the PUMA Speedcat.

The campaign's ethereal visuals introduce the collection, bringing it into focus with dreamlike softness. Set against green pastoral backdrops, the images capture a nostalgic, unfiltered mood that mirrors Rosé's poetic intent: quiet rebellion, honest expression, and everyday confidence.

"This PUMA x ROSÉ collection is really special to me because it reflects so much of who I am, both on and off stage. I wanted every piece to feel like a quiet rebellion, something that empowers you to show up as your most honest, fearless self. We carried that same feeling into the campaign, which was all about capturing that raw, unfiltered version of me. I wanted it to feel like how I see myself without all the noise, and I think there's something really powerful in that. We all have our own rhythm, our own signature, and when we embrace that fully, that's when we feel the most real," said Rosé.

Following her Speedcat-powered roadtrip adventure, Rosé now presents her very own iterations of the racing-inspired silhouette. The Speedcat Ballet features pointe-inspired laces, while the Speedcat OG Premium comes with statement lacing details enveloping the upper.

For apparel, the collaboration's design ethos channels Rosé's vision into an expression of sporty, streetwear-coded designs. Reinterpreting PUMA's iconic track suits, the collection's Oversized Track Jacket and Relaxed Track Pants bring a modern approach to legacy styles. Relaxed and roomy sportswear-inspired fits continue with the Half-Zip Jacket and Full-Zip Hoodie, in addition to the Mesh Top with a bold "ROSIE" graphic on the rear. A clever wink in the collection, the X-Small Duffle and Micro Grip serve as playful visual punctuation throughout the range, offering compact forms that add personality and proportion.

PUMA x ROSÉ collection is available starting August 28, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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PUMA

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and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.